

Message Text

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12

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07 L-03

NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 USIA-06 SAM-01

/060 W

----- 049097

R 261837Z NOV 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 3810

C O N F I D E N T I A L MADRID 8343

E.O. 11652: GDS

TAGS: PINT, SP

SUBJECT: THE KING'S SPEECH - CONTENT ANALYSIS

REF: MADRID 8272

SUMMARY: THE USE OF "CONTENT ANALYSIS", A TECHNIQUE THAT SINGLES OUT THE RELATIVE FREQUENCY OF SALIENT THEMES OR WORDS, SHEDS SOME INTERESTING LIGHT ON JUAN CARLOS' FIRST SPEECH. THE PARTICIPATORY THEME - THOUGH HE NEVER USED THE WORDS DEMOCRACY OR PLURALISM - APPEARS 10 TIMES, THE THEME OF CHANGE AND THE NEW SPAIN (NINE TIMES), THE THEM OF UNITY (NINE TIMES), THE THEME OF JUSTICE, WRIT LARGE (SEVEN TIMES). OTHER THEMES, IN THE FREQUENCY OF THEIR APPEARANCE WERE: SOCIAL JUSTICE AND PROGRESS FOR THE WORKING MAN (FOUR TIMES), RESPECT FOR THE LAW OF THE LAND (FOUR TIMES), THE ACCEPTANCE OF THE HERITAGE OF FRANCO (FOUR TIMES,) THE HISTORICAL LIGITIMACY OF THE MONARCHY (FOUR TIMES), SPAIN AS PART OF EUROPE (THREE TIMES), AND REGIONAL ASPIRATIONS (TWICE). THIS QUANTIFIED ANALYSIS HIGHLIGHTS THE IMAGE OF EVOLUTIONARY CHANGE AND A CONSENSUAL APPROACH TO THE POLITICAL FUTURE CONVEYED IN THE KING'S SPEECH. BUT IT MUST BE READ IN CONJUNCTION WITH REFTEL'S MORE CONVENTIONAL ANALYTIC APPROACH THAT SHOWS THE PHILOSOPHICAL COHERENCE OF JUAN CARLOS' SPEECH AND THE IMPORTANCE OF THEMES THAT WERE OMITTED (E.G., NATIONAL MOVEMENT) OR MENTIONED, AS IN THE CASE OF THE ARMED FORCES AND GIBRALTAR, ONLY ONCE. END SUMMARY.

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1. USING "CONTENT ANALYSIS" THE EMBASSY HAS ANALYZED JUAN CARLOS' SPEECH FROM A SOMEHAT DIFFERENT PERSPECTIVE THAN THAT EMPLOYED IN REFTEL. WE HAVE RELIED LARGELY ON THE RELATIVE FREQUENCY OF SALIENT THEMES RATHER THAN WORDS ALONE BECAUSE WORDS OFTEN MEAN DIFFERENT THINGS IN DIFFERENT CONTEXTS. IN ADDITION TO THE POLITICALLY RELATED THEMES THAT FOLLOW, JUAN CARLOS OFTEN USED THE WORD MONARCHY SIMPLY AS A DEVICE TO PERSONIFY THE INSTITUTION IN VARYING CONTEXTS. THROUGHOUT THE SPEECH A MANIFEST SENSE OF DUTY TO SPAIN AND HER PEOPLE ALSO RECURS. WHAT FOLLOWS IS SET OUT IN THE ORDER OF FREQUENCY IN THE SPEECH AND THE QUOTES ARE GIVEN.

A. THE PLURALIST, DEMOCRATIC, PARTICIPATORY THEME (TEN TIMES).

-- "EFFECTIVE CONSENSUS OF NATIONAL CONCORD" -- "GIVE EVERYONE A FAIR OPPORTUNITY" -- "OUR COUNTRY IS A COLLECTIVE ENTERPRISE IN WHICH WE ALL TAKE PART" -- "ITS GREATNESS... RESTS UPON THE MANIFEST WILL OF THOSE WHO SHARE IN IT" -- "UNITE IN COMMON OBJECTIVES THOSE DIFFERENT AND DESIRABLE POINTS WHICH GIVE RICHNESS AND VARIETY TO THE SPANISH PEOPLE" -- "EFFECTIVE EXERCISE OF ALL THEIR LIBERTIES" -- "A FREE AND MODERN SOCIETY REQUIRES THE PARTICIPATION OF ALL IN THE DECISION-MAKING BODIES, MAKING THIS PARTICIPATION EVER MORE REAL AND EFFECTIVE" -- PLUS THE USE OF THE WORD "FREE" TWICE MORE AND "LIBERTY" TWICE. --NOWHERE DOES HE USE THE WORD DEMOCRACY, BUT THE CONJUNCTION OF THESE REFERENCES INVOKES A DEMOCRATIC OR PLURALIST APPROACH TO FUTURE POLITICAL LIFE.

B. THE THEME OF UNITY (NINE TIMES).

-- "WE MUST TRAVEL TOGETHER" -- "COMMON EFFORT AND A FIRM WILL TO ALL" -- "INCLUDES ALL SPANIARDS" -- "THE DUTY TO SERVE SPAIN...WE ALL EQUALLY SHARE" -- "EFFECTIVE CONSENSUS OF NATIONAL CONCORD" -- "TOGETHER WE CAN DO ALL THINGS" -- "OUR COUNTRY IS A COLLECTIVE ENTERPRISE" -- "THE KING OF EVERY CITIZEN" -- "THE GREAT COMMUNITY WHICH IS SPAIN" -- "COMMON OBJECTIVES".

C. THE THEME OF THE COMING CHANGE AND THE NEW SPAIN (NINE TIMES).

-- "NEW STAGE" -- "OUR FUTURE WILL BE AN EFFECTIVE CONSENSUS OF NATIONAL CONCORD" -- "A GREAT PEOPLE...CALLS CONFIDENTIAL

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FOR FAR REACHING IMPROVEMENTS" -- "TO ENCOURAGE THESE DEMANDS" (FOR IMPROVEMENTS) -- "INSIST UPON THE BUILDING OF A JUST ORDER" -- "DYNAMIC AND CHANGING TIMES" -- "DEVELOPING SOCIETY WHICH SEEKS NEW SOLUTIONS" -- "MAKING THIS PARTICIPATION EVER MORE REAL AND EFFECTIVE" -- "THE FUTURE WILL BE OURS".

D. THE WORDS JUSTICE OR JUST ORDER, WRIT LARGE, AND IN THE CONTEXT OF THE APPLICABILITY TO ALL SPANIARDS

AND THEIR SOCIETY (SEVEN TIMES).

E. THE THEME OF SOCIAL JUSTICE AND PROGRESS FOR THE WORKING MAN (FOUR TIMES).

-- "RECOGNIZE THOSE SOCIAL AND ECONOMIC RIGHTS... TO ENSURE TO ALL SPANIARDS THE MATERIAL CONDITIONS" -- "WE DO NOT WANT TO SEE A SINGLE SPANIARD WITHOUT EMPLOYMENT" -- "NOR WITH EMPLOYMENT WHICH DOES NOT ALLOW THE WORKER TO PURSUE HIS PERSONAL AND FAMILY LIFE WITH DIGNITY" - "ACCESS TO CULTURAL AND ECONOMIC ADVANTAGES FOR HIMSELF AND FOR HIS CHILDREN".

F. THE THEME OF RESPECT FOR LAW (FOUR TIMES). INCLUDING THE CONSTITUTION.

-- "FULFILLMENT OF THE LAWS" -- "GUARDIAN OF THE CONSTITUTIONAL SYSTEM" -- "I WILL KEEP THE LAWS AND INSURE THAT THEY ARE KEPT" - "RESPECT FOR THEIR OWN HISTORY".

G. THE THEME OF A MONARCHY RESTORED (FOUR TIMES).

-- "AGE OLD TRADITION", HISTORICAL TRADITION" - "I LEARNED THE STANDARD OF DUTY FROM MY FATHER...A CONSTANT PRINCIPLE IN MY FAMILY" - "HOLDS IN TRUST AN AGE OLD UNIVERSAL TRADITION".

H. THE ACCEPTANCE OF THE HERITAGE OF FRANCO (FOUR TIMES).

-- "FRANCO...LANDMARK IN THE PROGRESS OF SPAIN AND A MILESTONE TO WHICH REFERENCE WILL HENCEFORTH HAVE TO BE MADE" - "HIS MEMORY WILL CONSTITUTE FOR ME AN EXAMPLE OF CONDUCT AND OF LOYALTY IN THE FUNCTIONS WHICH I ASSUME" - "THE MONARCHY WILL BE THE FAITHFUL GUARDIAN OF THIS HERITAGE (PEACE, LABOR, AND PROSPERITY)" - "GUARDIAN OF THE CONSTITUTIONAL SYSTEM".

-- THE KING NEVER USED THE WORD CONTINUITY BUT THESE UTTERANCES CONVEY A SENSE OF IT.

I. THE THEME OF SPAIN AS PART OF EUROPE (THREE TIMES).

-- "THE IDEA OF EUROPE WOULD BE INCOMPLETE WITHOUT CONFIDENTIAL

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THE PRESENCE OF THE SPANIARD" -- "EUROPE MUST TAKE SPAIN INTO ACCOUNT" - "WE SPANIARDS ARE EUROPEANS".

J. THE THEME OF REGIONAL ASPIRATIONS (TWO TIMES).

-- "A JUST ORDER...PERMITS RECOGNITION OF REGIONAL CHARACTERISTICS, THE EXPRESSION OF THE VARIED NATURE OF THE PEOPLES" - "THE KING WISHED TO BE THE KING OF EVERY CITIZEN, EACH IN HIS OWN CULTURE, HISTORY AND TRADITION". STABLER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: KING, GOVERNMENT REFORM, SPEECHES, POLITICAL SITUATION
Control Number: n/a
Copy: SINGLE
Draft Date: 26 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: ElyME
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MADRID08343
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D750413-0594
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975117/aaaaagbl.tel
Line Count: 162
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 75 MADRID 8272
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 19 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 JUN 2003 by SmithRJ>; APPROVED <31 OCT 2003 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: THE KING'S SPEECH - CONTENT ANALYSIS
TAGS: PINT, SP, (JUAN CARLOS I)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006